

**To:** Davis, Jay[Davis.Jay@epa.gov]  
**From:** Cox, Taylor  
**Sent:** Fri 8/14/2015 1:33:04 PM  
**Subject:** RE: KGM Twitter monitoring - morning update

### **Hashtag Analytics Since 3pm Yesterday**

*Note that a lot of tweets on the subject don't contain specific hashtags.*

#### **#animasriverspill**

Estimated 750 total tweets

Between 95,000 – 190,000 accounts reached and 115,000 – 230,000 impressions

#### **#animasriver**

Estimated 1,200 total tweets

Between 143,000 – 286,000 accounts reached and 170,000 – 340,000 impressions

#### **#goldkingmine**

Estimated 200 total tweets

Between 12,200 – 24,500 accounts reached and 19,000 – 38,000 impressions

#### **#EPAspill**

Estimated 1500 total tweets

Between 260,000 – 520,000 accounts reached and 370,000 – 739,000 impressions

### **Summary of Sentiment and Major Messages:**

The mood on Twitter has improved a little from yesterday. It's not as harsh, but it is still pretty

negative. The main complaints that are being tweeted include that this happened on purpose, that we won't be held accountable or get fined like others would, and that we aren't being truthful about the improved quality of the water.

**Sample Tweets:**

*These are shared here to capture the general tone of the conversation.*

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**Utah Rivers Council @UtahRivers**

@GovHerbert's order opens up the State Disaster Recovery Fund to aid in clean up of the #GoldKingMine

**Drew Smithee @DrewSmithee**

#AnimasRiver Spill sounds really similar to @DukeEnergy Dan River Spill. Wonder if the @EPA will fine the @EPA? Maybe a DOJ lawsuit?

**DeannaHeinrich @DeannaHeinrich**

Don't see any protesters or kaykers in Colorado picketing the #EPAspill????

**Mike Kelly @mickell**

#AnimasRiver flow dropping, the sludge on banks exposed and drying out. When it blows around - a health threat #EPA ? Analyses? When?

**Kody Clemmons @kodyclemmons**

Who fines the @EPA for the #EPAspill or do they just accept their own apology?

**Larry Rucker @CaballoRuck**

@EPA be honest. Tell the truth of long term effects #AnimasRiverSpill. #realsolutions  
#realresults

**Brian Swanigan @BrianSwanigan**

August is National Water Quality Month. Thank you EPA for helping out with a proper celebration in the Animas River valley. #AnimasRiver

**FlossyGurl @Flossy\_gurl**

#EPAspill was a Criminal Act by EPA employees! Charges should b brought against everyone in charge! #AnimasRiverSpill

**From:** Davis, Jay  
**Sent:** Thursday, August 13, 2015 4:26 PM  
**To:** Cox, Taylor  
**Subject:** RE: KGM Twitter monitoring - afternoon update

Sounds good! Thank you!!

**From:** Cox, Taylor  
**Sent:** Thursday, August 13, 2015 4:25 PM  
**To:** Davis, Jay  
**Subject:** RE: KGM Twitter monitoring - afternoon update

Alright. I'll send one to you in the morning then to send around.

**From:** Davis, Jay  
**Sent:** Thursday, August 13, 2015 4:16 PM  
**To:** Cox, Taylor  
**Subject:** RE: KGM Twitter monitoring - afternoon update

Ok. Yes, if you're up for it, come in.

And in that case, we can just do the next update tomorrow – no need to send anything tonight.

**From:** Cox, Taylor  
**Sent:** Thursday, August 13, 2015 4:09 PM  
**To:** Davis, Jay  
**Subject:** RE: KGM Twitter monitoring - afternoon update

If it would be helpful I'm happy to come in!

If so, just let me know if you want the update tonight before I leave or I can send it in the morning to you.

**From:** Davis, Jay  
**Sent:** Thursday, August 13, 2015 4:04 PM  
**To:** Cox, Taylor  
**Subject:** RE: KGM Twitter monitoring - afternoon update

It's up to you. If you'd like the day off, we'll be okay. If you feel like coming in, it would be helpful.

**From:** Cox, Taylor

**Sent:** Thursday, August 13, 2015 4:02 PM  
**To:** Davis, Jay  
**Subject:** RE: KGM Twitter monitoring - afternoon update

Sure thing!

Do you need me to come in tomorrow to monitor?

**From:** Davis, Jay  
**Sent:** Thursday, August 13, 2015 4:00 PM  
**To:** Cox, Taylor  
**Subject:** RE: KGM Twitter monitoring - afternoon update

I think we can just add them to the morning report. And I realize it's Friday and you won't be in.

Before you go, would you mind pulling some representative tweets and writing a couple quick sentences about tone & whether it's about the same or if it's changed? I'll add them into the morning report.

**From:** Cox, Taylor  
**Sent:** Thursday, August 13, 2015 3:08 PM  
**To:** Davis, Jay  
**Subject:** RE: KGM Twitter monitoring - afternoon update

Should I do the same thing to send to you around 5 for the end of the day?

**From:** Davis, Jay  
**Sent:** Thursday, August 13, 2015 2:40 PM  
**To:** Cox, Taylor  
**Subject:** Re: KGM Twitter monitoring - afternoon update

Thanks!

Using [hashtags.org](https://hashtags.org), can you see if you can calculate hashtag analytics for tweets that posted since the last report, rather than the past 24?

Sent from my iPhone

On Aug 13, 2015, at 12:29 PM, Cox, Taylor <[Cox.Taylor@epa.gov](mailto:Cox.Taylor@epa.gov)> wrote:

**Hashtag Analytics for Past 24 Hours: (2pm yesterday – 1pm today)**

*Note that a lot of tweets on the subject don't contain specific hashtags.*

**#animasriverspill**

Estimated 1900 total tweets

Between 430,000 – 860,000 accounts reached and 502,000 – 1,005,000 impressions

**#animasriver**

Estimated 3300 total tweets

Between 672,000 – 1,344,000 accounts reached and 802,000 – 1,600,000 impressions

**#goldkingmine**

Estimated 1500 total tweets

Between 185,000 – 370,000 accounts reached and 215,000 – 430,000 impressions

**#EPAspill**

Estimated 1500 total tweets

Between 305,000 – 813,000 accounts reached and 511,000– 1,000,000 impressions

### **Summary of Sentiment and Major Messages:**

The mood on Twitter has improved a little from yesterday. It's not as harsh, but it is still pretty negative. The same reoccurring complaints are still there: "the EPA puts regulations on the rest of the country but caused this," "EPA is hypocritical by celebrating other achievements while this happened," and there is concern for the Navajo Tribe. Along with the belief that this happened on purpose and we are being negligent.

The majority of tweets are people sharing articles or summary statements about what an article says.

Some notable tweets are from **Sen. Gardner, Rep. Crawford, Rep. Salmon, and CO Senate Dems.**

### **Sample Tweets:**

*These are shared here to capture the general tone of the conversation.*

#### **Cory Gardner @SenCoryGardner**

We have to ensure that the EPA is held to the same standards as they hold private companies. #AnimasRiver

#### **Frans Johansson @Frans\_Johansson**

The contamination of #Colorado's #AnimasRiver is just deplorable.  
<http://www.cnn.com/2015/08/13/us/animas-river-spill-by-the-numbers/> #AnimasRiverSpill

#### **Rep Rick Crawford @RepRickCrawford**

The @EPA wants to regulate our waterways and bodies of water through #WOTUS yet

they do this in Colorado? #EPAspill <http://www.cnn.com/2015/08/10/us/colorado-epa-mine-river-spill/index.html>

**Matt Salmon @RepMattSalmon**

Great article in @azcentral today about how the @EPA doesn't need to try to invent more work for itself. <http://www.azcentral.com/story/opinion/editorial/2015/08/12/epa-gold-king-mine/31575641/>

**Bob Confer @bobconfer**

One man kills one lion; whole internet is enraged. Our government kills an entire ecosystem; silence is deafening. #AnimasRiver

**CO Senate Democrats @COSenDem**

'Gotcha politics' have no place in Colorado - especially after a disaster like #AnimasRiver. We need to give a hand up. #copolitics #coleg

**Gordon @cmegalodon69**

At least Mark Udall cared about the environment . All we get from @SenCoryGardner is a whimper on a radio interview. #AnimasRiver #EPAspill

**Wilderness Society @Wilderness**

We need leadership from Washington DC to prevent future #AnimasRiver disasters!  
<http://bit.ly/1EnXRjx>

**Jeff Wiedner @jeffwiedner**

How much longer will abandoned mines continue to leach their poisonous legacy into our streams? <http://ow.ly/QRLvt> #AnimasRiver

**From:** Davis, Jay  
**Sent:** Thursday, August 13, 2015 10:46 AM  
**To:** Cox, Taylor  
**Subject:** FW: KGM Twitter monitoring - am update

**From:** Davis, Jay  
**Sent:** Thursday, August 13, 2015 10:44 AM  
**To:** Reynolds, Thomas; Purchia, Liz; Lee, Monica; StClair, Christie; Harrison, Melissa; Orquina, Jessica; Hart, Daniel; Smith, Roxanne  
**Subject:** KGM Twitter monitoring - am update

Hi all,

Here's a quick rundown of Twitter during the past 24 hours. Drop a line with any questions. We'll continue to send these regularly.

Big thanks to Taylor for her work on this!

Thanks,

Jay

### **Hashtag Analytics for Past 24 Hours:**

*Note that a lot of tweets on the subject don't contain specific hashtags.*

#### **#animasriverspill**

Estimated 1700 total tweets

Between 190,000 - 380,000 accounts reached and 350,000 - 700,000 impressions

#### **#animasriver**

Estimated 2750 total tweets

Between 430,000 – 860,000 accounts reached and 550,000 – 1,110,000 impressions

#### **#goldkingmine**

Estimated 1500 total tweets

Between 180,000 – 350,000 accounts reached and 210,000 – 420,000 impressions

#### **#EPAspill**

Estimated 1450 total tweets

Between 330,000 – 650,000 accounts reached and 400,000 – 790,000 impressions

### **Summary of Sentiment and Major Messages:**

The mood on Twitter has been pretty negative. The major reoccurring complaints are things along the line of “the EPA puts regulations on the rest of the country but caused this,” “EPA is hypocritical by celebrating other achievements while this happened,” and there is concern for the Navajo Tribe.

This morning people on the platform remain angry and upset. There are a lot of tweets saying that this happened on purpose, that we are being negligent, or that the way we are funding for the cleanup is unfair or a double standard. A lot of other tweets are of people sharing articles or summary statements about what an article says.

**Sample Tweets:**

*These are shared here to capture the general tone of the conversation.*

**Jackie Grant @JackieGrant3**

Disappointed that the blame for Gold King Mine laid at EPA's feet, not Gold King Mine who created original problem

**CBSDenver @CBSDenver**

Hickenlooper took a statement-making gulp straight from #AnimasRiver ystrdy:  
<http://cbsloc.al/1JVCFrB> (pic:DurangoHrld)

**Larry Farlow @LarryFarlow**

The bureaucrat's primary goal is to create a need for his services (and the taxpayer's money)  
| <http://bit.ly/1HImqYx> #EPA #Animasriver

**Shelby Stringfellow @ShelbyString3**

EPA Shifts Blame: Wanted #AnimasRiver listed as Superfund site but locals opposed. EPA agreed to allow state control <http://fxn.ws/1IZnMPL>

**John Meng @OutdoorPatriot**

Interesting how eco-activist groups and Dem politicians are making excuses for #EPA's criminal negligence. #AnimasRiver

**John Dee @brokencountry1**

The #EPA will pay no fines like #BPHorizon for their spill in #GoldKingMine  
@BlissTabitha @IndeChic47 @Patriotic\_Me

**Jose Estrada @JoseJosevic56**

#EPA Contractor Behind CO Mine Spill Got \$381 Million From Taxpayers

**Tom Udall @SenatorTomUdall**

W/ NM & CO delegations, I'm asking @POTUS to direct all appropriate fed resources to respond to #AnimasRiver spill <http://1.usa.gov/1JdmzL8>

**livininsc @mycaristan**

If the mine spill in CO had been done by a coal Co there would B hell to pay. # EPA apologizes Dbl standard

**Unclejohny @Metalbones59**

Clean up cost for the #AnimasRiver should  
come from the EPA budget and NOT  
EXTRA TAXPAYER MONEY. @TeamCavuto  
@TheLeadCNN #greta #TheLead

**San Juan County EM @SanJuanCOEM**

Declaration of Emergency Regarding the San Juan River in Utah. Go to San County Emergency Management on Facebook for more information.

**Ben Winslow @BenWinslow**

NEW: @UtahDEQ says water tests on San Juan River for #AnimasRiverSpill "inconclusive." Also, no discernible sign of plume. @fox13now #utpol

**Brandon Rittiman @BrandonRittiman**

NOW: @CynthiaHCoffman speaks in Durango. Says she's concerned about orange sediment at bottom of #AnimasRiver. #COPolitics #9NEWS

**Brandon Rittiman @BrandonRittiman**

AG Coffman: often contamination doesn't show up in fish for 2-3 years. #AnimasRiver #COPolitics #9NEWS

**Washington DC News @washdcnews**

Navajos Distrustful OF EPA Promises On Toxic Mine Spill <http://dlvr.it/BqYKvQ>

**Steven Hammer @stevehammershow**

<http://www.usatoday.com/story/news/nation/2015/08/10/navajo-nation-epa-mine-wastewater-spill/31399517/> #EPA asleep at the wheel. More concerned about telling others what not to do then their own job @POTUS

**Tim Ferguson @Libertas\_Omnium**

@AndreaTantaros 7/28 POTUS touts Clean Power Plan 8/4 EPA releases 3 mil gal of toxic mine waste into Animas River...OOPS!

**Joe Schmo @onlnsurfer**

Same #Obama Govt incompetent EPA that screwed up Colorado gold mine spill wants to control all water in USA #DNC #GOP <http://ln.is/www.usatoday.com/sto/V2dcm>

**Energy Brief @EnergyBrief**

#AnimasRiver lawsuit against @EPA 'on the table,' Colorado AG says:  
<http://dpo.st/1PkTdcJ> via @jesseapaul @denverpost

**Energy Brief @EnergyBrief**

Navajo Nation v. @EPA <http://cnn.it/1Nag3V3> via @CNN @marianoCNN #AnimasRiver

**EPW Boxer @EPWBoxer**

“@EPA must commit to do whatever is necessary to mitigate the spill and its impacts.”  
<http://1.usa.gov/1NqgN6x> #GoldKingMine #AnimasRiver

**EPW Boxer @EPWBoxer**

Boxer Calls on #EPA to Protect the Communities Affected by the Major #Wastewater Spill from the #GoldKingMine <http://1.usa.gov/1NqgN6x>

**CO Attorney General @COAttnyGeneral**

Carefully monitoring Wednesday's wastewater spill at #GoldKingMine. My heart goes out to all those affected along the #AnimasRiver. #CoAG

**Sierra Club @sierraclub**

See our response to the CO toxics spill in the #AnimasRiver <http://bit.ly/1IWT7T5>

**American Rivers @americanrivers**

Who pays for cleaning up mines whenever owners abandon them? Turns out, it's you.  
<http://ow.ly/QOrzm> #AnimasRiver

**AudEric A., Publisher @EricAafedt**

EPA accused of plan for 'Superfund blitzkrieg' at Gold King mine spill  
<http://www.examiner.com/article/epa-accused-of-plan-for-superfund-blitzkrieg-at-gold-king-mine-spill> via @examinercom

**Utah DEQ @UtahDEQ**

Aerial view of #GoldKingMine spill. Photo by @KSLChopper5

**Joleen Brown @addalina1**

Seriously? The EPA says it doesn't pose a long term effects. Wow!  
<http://fb.me/6ECxnRm3x>

Jay L. Davis

Advisor for Digital Strategy and Engagement

U.S. Environmental Protection Agency

[Davis.Jay@epa.gov](mailto:Davis.Jay@epa.gov)

Desk: 202-564-0204

Cell: 202-748-3316